

	<u>Wall Street Journal</u> Mr. Kevin Goldman 212/416-3203	Comment re: Marlboro Unlimited.	EM provided comment.
	<u>Richmond Times Dispatch</u> Mr. Peter Hardin 202/662-7669	PM comment re: possible TI march on Washington similar to last year's march.	Told reporter that neither TI nor PM are planning a march.
9/7	<b>FOX News</b> Ms. Cameron Kenny 212/556-8540	Information re: PM food brands.	Referred to Corporate.
	<u>The Billings Gazette</u> Ms. Shannon Field 406/657-1293 (Montana)	Information re: Marlboro Unlimited and grant to restore the train depot.	Provided information.
	<u>Brand Week</u> Ms. Pam Weisz 212/536-6544	Information re: Dave's cigarette brand and new product development.	Let reporter know that PM does not discuss research and development.
	<b>Stephanie Miller Show</b> Ms. Shelly Ballance 213/956-2227 (California)	Information re: Old Gold Cigarettes.	Reporter called back. No longer needed information.
9/8	<u>Advertising Age</u> Ms. Judy Pollack 312/280-3123 (Chicago)	Biographical information on Mike Szymanczyk.	Pending.
	<u>AdWeek</u> Ms. Alicia Mundy 202/637-8877 (D.C.)	Information re: Liebhengood and strategy of the PM Washington D.C. office.	Told reporter that PM does not discuss strategies of our offices.

Philip Morris U.S.A./Richmond/Louisville/Cabarrus  
Media Calls  
August 10 - 17, 1995

<u>DATE</u>	<u>MEDIA</u>	<u>REQUEST</u>	<u>ACTION TAKEN</u>
8/10 Richmond	WRIC TV (ABC) (Richmond, VA) Kathleen Trigg	PM's view on Clinton's remarks.	Faxed approved statement.

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Richmond	KCAL News (CNN) (Los Angeles, CA) Gene Silver	Request or PM spokesperson concerning Clinton's remarks.	Same as above.
Richmond	<u>Richmond Times Dispatch</u> (Richmond, VA) Mike Allen	Reporter doing story dealing with Clinton's Action/Action Against Access. Wants to put a positive/human slant on story and talk about employee activity/action regarding issues that the company/industry deals with. Requesting employee interviews.	J. Jones worked with reporter on local facts. Referred him to Jerry Sprouse and he interviewed E. Merlo.
Richmond	CNBC (New York, NY) Debbie Stevenson	Interview with PM spokesperson regarding Clinton's decision to side with the FDA.	Fax approved statement and referred reporter to NYO.
Richmond	(Hawaii) Lin Okomoto	Video news release and press materials on AAA program.	Referred to NYO.
Richmond	<u>Independent Weekly</u> (Durham, NC) Barry Yeoman	PM spokesperson to respond on how the lawsuit squares with the AAA campaign. Also requested information on lawsuit.	Faxed approved statements and referred to NYO.
Richmond	WTVR TV (CBS) (Richmond, VA) John Lee	Old cigarette commercial for story on evening news.	Referred to NYO, request denied.
Richmond	<u>South Bend Tribune</u> (South Bend, IN) John Lucas	Information on AAA program.	Faxed AAA press release.
Richmond	<u>Associated Press</u> (Richmond, VA) Hank Kurtz	Wanted to know if Richmond M/C was largest in the Country and how many cigarettes are produced daily at the M/C.	J. Jones provided info.
Richmond	<u>Florence Morning News</u> (Florence, SC) Brian Hickey	PM spokesperson to discuss lawsuit.	Referred to NYO.
Louisville	WHAS Radio (Louisville, KY) Steve Kirkland	Spokesperson to talk on Jane Norris' show regarding Clinton's FDA announcement.	Request denied.
8/14 Richmond	Tobacco Radio (Raleigh, NC) Ray Wilkinson	Discuss change in our cigarette packaging. Would like to point out that PM is taking action.	J. Poole discussed the points of the AAA program.
Richmond	Merit Publishing (Santa Monica, CA) Ericka Weeks	Copy of press release on our position with the FDA issue.	Faxed approved release.
Richmond	WVEC TV (Norfolk, VA) Dan Cawley	Request for PM spokesperson on 8/24 to tape show, "On the Road," the only news talk show in the Hampton Roads area.	Referred to NYO.

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8/15 Richmond	WYHS TV (Miami, FL) Pat Hurley	PM spokesperson for taped show. Topic of show on the right to smoke.	Referred to National Smokers Alliance.
Richmond	WVGO Radio (Richmond, VA) Dan Weaver	PM spokesperson to be on show to discuss Clinton's smoking ban.	J. Poole referred to NY, no response from NY.
Louisville	<u>The Courier-Journal</u> (Louisville, KY) Ken Berzof	Reporter doing story on pension plans. Wanted to talk to someone regarding ours. State to which our pension plan is actually funded or under-funded.	Referred to NYO.
8/16 Richmond	<u>Creative Loafing</u> <u>Newspaper</u> (Atlanta, GA) Stephanie Ramage	Wants to know why we are now seeing the Marlboro Man on packages of Marlboro Lights 25's.	Referred to NYO.
Cabarrus	Channel 1 (California) Kamy Wycough	Broadcasts to secondary schools. Wants to do story on Clinton's proposal to regulate tobacco to eliminate underage smoking.	Referred to NYO.

\*\*\*\*\* Any calls received after noon on Thursday will be listed on next weeks report. \*\*\*\*\*

**Philip Morris U.S.A./Richmond/Louisville/Cabarrus  
Media Calls  
August 17 - 24, 1995**

<u>DATE</u>	<u>MEDIA</u>	<u>REQUEST</u>	<u>ACTION TAKEN</u>
8/17/95 (Richmond)	VA Business Magazine  Mary Helen Frederick	Wants information on PM giving union workers stock as a compensation	Jay Poole provided approved message points related to last year's labor agreements with respect to stock grants to hourly workers.
8/17/95 (Richmond)	Carolina Farmer  Richard Davis	PM's position with the FDA and Clinton's actions.	Faxed approved statements
8/17/95 (Louisville)	Kentucky Educational Television	Doing live program on 8/28 on FDA and the Presidents regulation proposal and would like a PM to be a guest.	Referred to Danny McKinney, Burley Tobacco Coop.
8/18/95 (Richmond)	Richmond Times Dispatch  Otesa Middleton	Would like to know if Philip Morris plans to upgrade to Windows '95.	Jay Poole told reporter that we will be using Windows '95 to provide a common communications capability for supporting advanced applications.

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8/18/95 (Richmond)	Free Lance Writer Quinton Cleveland	Asking to meet with a PM rep. while he is in Richmond. Claims he has information about ABC and wants to deliver it in person. Said he will be meeting with Governor Allen. Asked if PM could supply him with a video tape of "THAT" Day One report. Wanted to know who PM is suing: ABC or Chap Cities ABC. Also, wants to inform PM of a nasty publication called WEEKENDER that is being circulated on the streets of Scranton, PA.	Referred to New York
8/18/95 (Cabarrus)	Times & News Mike Pollard	Wanted information on PM's position with the FDA	Faxed PM's approved statement.
8/18/95 (Louisville)	The Courier Journal C. Ray Hall	Doing story on famous people relating to a product such as Betty Crocker. Wanted to know if there was a person named Philip Morris.	Faxed them a history brochure and photo of Philip Morris.
8/21/95 (Richmond)	WOWK TV (CBS) David Hungate	Reporter doing a follow-up on a call received from a disgruntled Marlboro Miles participant.	Referred to New York.
8/22/95 (Richmond)	WWBT-TV 12 (CBS) Woody Coates	Wanted to confirm a press conference in New York, comment on ABC apology and a copy of the press releases.	Faxed copy of releases. Referred to New York.
8/22/95 (Richmond)	NBC News Bob Faw	Would like to discuss the ABC apology and wants to know what the company makes of this settlement, etc.	Referred to New York
8/22/95 (Richmond)	Carolina Farmer Magazine Richard Davis	Wants to talk to someone regarding PM's position on the lawsuit announcement.	Faxed approved release.
8/22/95 (Richmond)	WTVR - TV 6 (CBS) Newlin Archinal	Wants to do an interview on PM's reaction to the ABC apology.	Referred to New York.
8/23/95 (Louisville)	Entertainment Tonight	Wanted to talk with a spokesperson to get reaction to the ABC apology.	Referred to New York.

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8/23/95 (Richmond)	Associated Press  Julianne Basinger	Wants to talk about tobacco cultivation abroad.	Referred to Betty Cho.
8/23/95 (Richmond)	Business North Carolina  Clint Johnson	Reporter doing story on export sales. Would like to get export figures for all of our USA plants. Wants to know how important (export) tobacco is to the Cabarrus facility.	Pending.

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**Philip Morris U.S.A./Richmond/Louisville/Cabarrus  
Media Calls  
August 24 - 31, 1995**

<u>DATE</u>	<u>MEDIA</u>	<u>REQUEST</u>	<u>ACTION TAKEN</u>
8/25 Richmond	WMVA TV / W57BZ Radio (Martinsville, VA) Cammie Smith	Copy of PM statement on ABC apology.	Faxed statement.
8/28 Richmond	WVEC TV (ABC) (Norfolk, VA) Dan Cawley	PM representative to appear on show and discuss recent issues on tobacco regulations.	Referred to NY Media Affairs.
8/29 Richmond	<u>Triangle Business Journal</u> (NC) Heather Herreld	Wanting to know to what degree does PM utilize the NC railroad?	Pending.
8/29 Richmond	<u>Business North Carolina</u> (Winston-Salem, NC) Clint Johnson	Doing story on export sales in general. Looking for export figures for our USA plants. Wants to know how import (export) tobacco and cigarettes are to the Cabarrus plant. Also requested breakdown for USA plant locations.	Referred to Cabarrus facility. A. Mallory referred reporter to Tobacco Merchants Association and gave export figure from Cabarrus. Further stated that in all likelihood we could expect an increase in export orders in 1996.

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**Philip Morris U.S.A./Richmond/Louisville/Cabarrus  
Media Calls  
August 31 - September 7, 1995**

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<u>DATE</u>	<u>MEDIA</u>	<u>REQUEST</u>	<u>ACTION TAKEN</u>
9/5 Richmond	<u>Richmond Times-Dispatch</u> (Richmond, VA) Chip Jones	Information regarding form letter from PM to FDA entitled "Stop Government from Meddling in Events."	Peter Hardin, RTD reporter, had called NY. Chip Jones called Richmond. Same story. K. Daragan called Peter Hardin with information.
9/5 Richmond	<u>Daily South Town Paper</u> (Chicago, IL) Annie Sweeney	PM comment on FDA regulations.	Faxed release.
9/6 Richmond	WTVR - TV (CBS) (Richmond, VA) Chris O'Connell	Reporter doing story on Cal Ripken breaking consecutive games played record. Wanted to tie it to a local story. Reporter was looking for a PM employee who had not missed a day of work in 15-20 years. Wanted to do on-site interview with such an employee.	Request denied.

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